

**TOP PRODUCER COACHING & TRAINING**

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Certified Professional 2009 **Top Producer 8i**      Certified Trainer **Top Producer**

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## TOP PRODUCER 8i e-mail newsletter for March 2011 from Dwight Kitchens

Please deliver this subscription newsletter to :

Lot's of changes for your computer usage this past month.

Hopefully, you have noted that a Maintenance Update occurred during February 2011. Some of the new features include:

### **New!** The Prospect List Feature

The Prospect List feature compiles a list of Contacts and Leads that match specific criteria, indicating that follow-up is needed. Use this list as a reminder, and as an organizational tool, for determining who you should be contacting to help grow your business and maintain relationships. [Click here to watch an overview video](#) or visit our [Prospect Management Support](#) section for more details

### **Updated!** My Business

The My Business feature, introduced in a previous update, has been improved to display your activities in separate tabs, organized by activity type. [Learn More>>](#)

For a complete list of the update please visit: <http://www.topproducer.com/campus/8i-update>

Additionally, Microsoft's Windows 7 Service Pack 1 was put on the Windows Update system on February 22nd. If you have automatic update turned off, you might want to reengage it so that you may receive these security and bug fixes.

Internet Explorer 9 Release Candidate has been issued. The 64-bit download installs both the 64-bit and 32-bit versions. TOP PRODUCER 8i appears to work well (the TOP PRODUCER editor is a 32-bit application which necessitates using IE9 32-bit). I've pinned the 32-bit version to the Windows 7 taskbar and pasted my TOP PRODUCER 8i e-mail URL in my IE 9

Tools->Internet Options->Home Page block. Now, when I click my IE 9 pinned browser icon, TOP PRODUCER 8i automatically takes me to my e-mail manager after the initial password screen is clicked.

For those of you using Outlook as opposed to TOP PRODUCER 8i's e-mail manager, the Outlook Connector module is priced at \$49 until 11 March 2011. If you either want to link copies of your Outlook messages to the TOP PRODUCER 8i contact record or select your TOP PRODUCER 8i contacts from within Outlook, you should consider contacting me so that we can discuss your options. This is a great promotion and an impressive tool.

Dwight

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[Check www.DwightKitchens.com](http://www.DwightKitchens.com) for the latest details.

Please forward a copy of this newsletter to friends using TOP PRODUCER 8i.

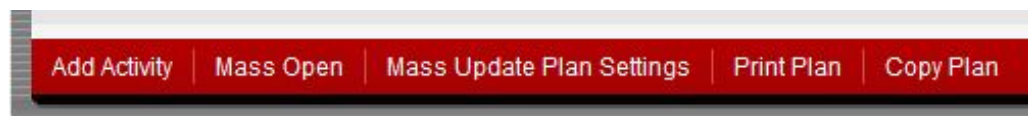
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**1. Use Mass Update to Fix Your Plans**

Applying proper plans is one of your best ways of marketing to your clients. Now that you can easily copy both the plan structure, and the individual activities, in one fell swoop, they are easier than ever to implement. Yet, most TOP PRODUCER 8i plans require that included e-mails be manually released for delivery, adding extra work either to you or your support staff. Thankfully, the new feature of performing a Mass Update to plan settings comes to your rescue.

Once you enter a plan, you may select either some or all tasks, then choose Mass Update Plan Settings to change certain characteristics of the chosen activities. You find this option at the bottom of the screen.



Upon entry, you get the following options:

## MASS UPDATE PLAN SETTINGS

You can specify certain plan settings to be applied to the activities you have selected from your plan. Select only those items you wish to have updated. Otherwise, all other values left blank will use the system default or keep the setting you had specified before.

Assigned to	<input type="text" value="Dwight Kitchens"/>
Drop from Activities	<input type="text" value="1"/> day(s) after due date
Weekend Activities	If activity falls on a Saturday, move it to <input type="text"/>
	If activity falls on a Sunday, move it to <input type="text"/>
Priority	<input type="radio"/> High <input type="radio"/> Medium <input type="radio"/> Low <input checked="" type="radio"/> Leave this setting as is
Automated Send?	<input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Leave this setting as is
Include Signature?	<input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Leave this setting as is
<input type="button" value="Update Plan Settings"/> <input type="button" value="Cancel"/>	

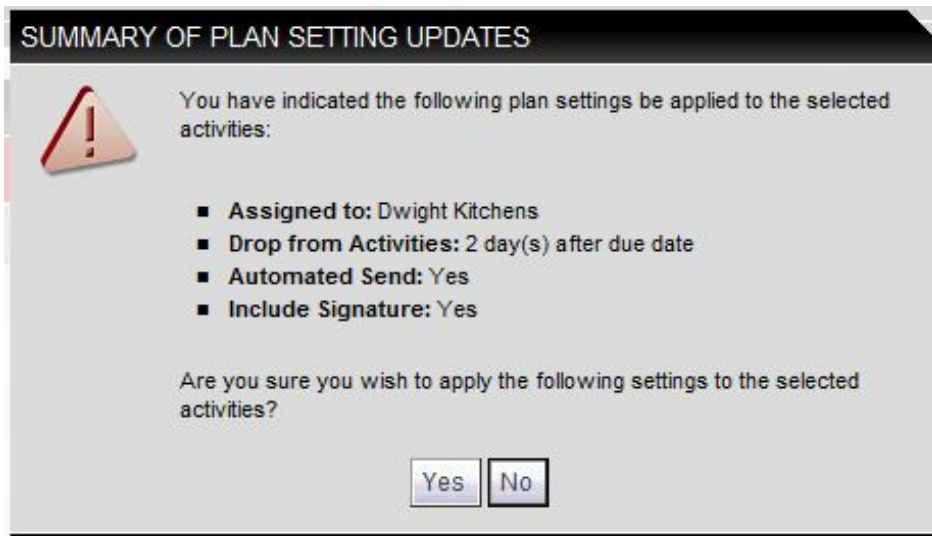
In this example, assuming that I have selected each activity using an e-mail to deliver my message, I can use the Mass Update Plan Settings screen to change how my plan behaves. Here, I've assigned the task to myself (if I had an assistant, I would probably assign the activity to the assistant).

I've set a drop off date. This is generally not necessary when an e-mail will be sent automatically. The one circumstance where this may be useful is where you desire to backdate the start date of a plan so that it automatically drops off some activities. An example could be an Annual Plan of community activities. The plan starts in January and runs through December of each year, with monthly e-mails scheduled for the 1st of each month. If I get a new client and I assign the plan in the middle of May, the plan ignores the Jan/Feb/Mar/Apr/May activities and will only deliver the balance of the year. and drop off some tasks.

Note that the Automated Send? is set to 'Yes'. This is what causes TOP PRODUCER 8i to release the e-mail without any extra effort on your part. Note: If you must either insert something specific to your client prior to delivery, or must check something in the e-mail first, don't make it an Automated Send. You are defeating your intent.

And, of course, if you had not previously included a signature block within your e-mails, you can have your selected e-mails update at once with the Include Signature option being set to 'Yes'. If any of the e-mails had previously been set for Automated Send and/or to Include (your) Signature, the above will cause no problems, so I don't take the time to open each e-mail to see how it was previously set. Generally, I want every e-mail within a plan to be treated the same way and therefore perform the Mass Update Plan Settings on all included e-mails.

When you select Update Plan Settings, you get a final check, such as:



Say Yes, and everything you selected will be set to these four options.

While I've discussed e-mails, you could easily reassign all the letters from yourself to your new assistant. Just remember, these changes impact plans applied in the future, not to plans currently applied.

## 2. Do You Use IDX on your web-site?

Does your web-site include access to Internet Data Exchange (IDX)? IDX is also known as Broker Reciprocity – an MLS-regulated program that allows real estate professionals to download and display MLS active listings on their personal web sites. If not, it might be time to add it. TOP PRODUCER offers an IDX option to your web-site which is branded specifically for you. It even permits you to have your virtual tours linked directly to your listings. While not all MLS are supported, many are. I encourage you to ask if IDX can be added to your web-site.

IDX permits your potential clients to search the MLS from within your web-site. Again, once you get a client on your web-site, don't let them leave. Having the search there keeps them on your site. The TOP PRODUCER IDX option also permits your buyers to be alerted when a property meeting their specifications is added to the MLS. It also e-mails you so that you might follow-up with your client.

Top Producer IDX provides you with several IDX links that you can add to your Website or emails. When clicked, these links enable your customers to search for listings or to sign up for property alerts. These links are all listed under *IDX URL(s)* on your *Account* page.

- **MLS Search:** Using this search, customers can conduct sophisticated listing searches based on the property type, zip code, city, and MLS. If any of your own listings match the customer's search criteria, they are displayed at the top of the results list.

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you are subscribed to. This link is only available if you are subscribed to multiple MLSs.

- **My Listings:** This searches and displays only listings that match your agent ID.
- **My Office:** This searches for listings that match your office ID. Note than only one office ID is supported.
- **Property Alert:** This is a link to a Property Alert sign-up page.

I encourage you to consider whether this might be a tool you would want to use.

### 3. Put Your Practice on the Google Map

Have you considered putting yourself on the Google map? If not, you might want to add your business to Google Places. Your address then shows up on the local map when a search is requested. You may be included within up to five categories. You can have photographs of your building, and Youtube videos attached as well. Below is an example result:

The image shows a screenshot of a Google Maps listing. At the top, the Google Maps logo is on the left, and a search bar contains the text 'TOP PRODUCER training'. To the right of the search bar is a 'Search Maps' button. Below the search bar, there are links for 'Get Directions', 'My Maps', and 'Edit this place - ✓ Owner-verified li'. The main heading of the listing is 'TOP PRODUCER hands-on computer training' with a star icon. Below the heading, the address '410 Travelers Drive, Polk City, FL 33868' and phone number '(410) 790-4422' are listed. The website 'dwightkitchens.com' is also shown. There are links for 'Directions', 'Search nearby', 'Save to...', and 'more'. The categories are 'Computer Training School, Training'. A description follows: 'Computer training on Top Producer Systems, Inc. software for Realtors nation-wide is offered either by local classes or remotely using Go-To-Meeting software. Learn how to maximize your software use. - From the owner'. Below this is a 'Details' section with 'Email: Dwight@DwightKitchens.com', 'Business owner', and 'More details »'. At the bottom, there is a 'Reviews' section.

### 4. Using Quick Response Bar Codes

If you have never seen a Quick Response (QR) Bar Code, it is designed to permit a mobile phone user to click a photo of your QR and automatically be directed to a mobile aware web-site. If you had modified your web-site (or a mobile version thereof) into a format readable on a mobile device, a QR reading application on the phone permits the user to be automatically directed to your web-site. This QR

could be used on your business cards, sign riders, and elsewhere to direct potential clients to your mobile aware site. Your site could further direct them to a download of either your branded (paid) or REALTOR.com (free) mobile application (<http://m.realtor.com/> or <http://www.realtor.com/iphone> ).

A free generator of QR codes may be found at <http://www.mobile-barcodes.com/qr-code-generator/> . This helps you to make QR codes for yourself. Note that you can embed a specific URL, VCard information, a unique message, a phone number, SMS message with phone number, or an actual e-mail message to a specific person in a QR code.

If you are looking for QR code readers for various phones, you may find a list at

## Generate

Select a type of QR-Code to generate from the list below.

**Note:** Refresh the page every time you create a QR-Code in order to create another.

URL	VCard	Message	Phone	SMS	Email
-----	-------	---------	-------	-----	-------

### Message

Encode a message or any form of text in a QR-Code.

**Tip!** Try and not exceed 100 characters or the QR-Code becomes complex.

<http://www.mobile-barcodes.com/qr-code-software/> .

Encourage your clients to download the application to their phone. Put links to software appropriate to their model phones on your web-site. Tell them how you will be using the QR codes. All of this is rather easy to do with the above links.

## **5. Verizon's iPhone 4**

Last Month Verizon released their iPhone 4 smartphone. Long awaited, there are a few differences between the unit from AT&T and that offered by Verizon. Of course, as a phone, if service is better on one network than the other, go for it. Minor differences are that with AT&T the maximum data rate is probably better, you can both answer calls while checking broadband, and it works more places internationally. In either case, consider checking out the TOP PRODUCER Mobility Application for the iPhone 4. If you want to have your database handy, this is the easiest way to do so.

## **6. Canned for iPhone 4**

If you use SMS texting at all, you might be interested in a program called Canned from Sky Balloon Studio ( <http://skyballoonstudio.com/canned> ). It should permit you to easily reuse common text messages, and send them to groups of people. Using a standard message to say you are running late, or sending an update on pricing to all current buyers might be candidates for this program. The application costs \$0.99 from the Apple Store.

## **7. TOP PRODUCER web-site pages**

If you are looking to upgrade your web-site without a lot of work, you might consider a TOP PRODUCER web-site. Like TOP PRODUCER 8i, templates make it easy to customize your site. Within each Theme, there are numerous individual looks you can select. Of course, if you have already branded your practice, you might desire to use the Customize Your Own Theme option.

**Choose a Theme Category**

- |  |  |
|--|--|
|  <b>City Lights</b>               |  <b>Rural Living</b>      |
|  <b>Desert Sands</b>              |  <b>Ocean View</b>        |
|  <b>New England</b>               |  <b>Midwestern Dreams</b> |
|  <b>Southern Charm</b>            |  <b>Mountain Heights</b>  |
|  <b>Pacific Northwest</b>         |  <b>Lake Country</b>      |
|  <b>Horse Country</b>             |  <b>Wine Country</b>      |
|  <b>Ski Country</b>               |  <b>Golfer's Paradise</b> |
|  <b>Interior Spaces</b>           |  <b>Abstract</b>          |
|  <b>Customize Your Own Theme</b> |  |

**Selected**

Endless V

**Font Set**

Primary Header:

**Verdana Bold**

Secondary Head













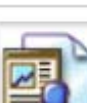



**Verdana Bold**

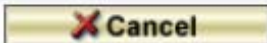
Web Box Titles &amp;

**Verdana Bold**

Within a TOP PRODUCER web-site, when Managing Pages - Adding Pages, you have the option to insert a number of pre-built templates. Examples include:

- Calculator - you have the option of inserting multiple calculators of interest to your clients
- Blogs - if you've ever wanted to create your own blog, it is not a difficult proposition. All the tools you require are right at hand.
- Customer Web Pages - I've always recommended that the login for your Customer Web Pages feedback should be found on your own web-site, under your personal domain name.
- Lead Forms - all leads should feed back to the TOP PRODUCER 8i lead manager, and you should automate your initial response using Auto Apply Plans within TOP PRODUCER 8i.
- IDX - your clients should be able to perform all real estate related operations from within your website. IDX searches are one critical feature which should be found within your site, whether acquired through your MLS or from TOP PRODUCER Systems, Inc.
- External Sites - if you need to direct your clients to an external source, doing so from within your site makes sense. This drives the client to your site for all their real estate needs. Make sure that your name is at the 'tip of your tongue' whenever they think of a REALTOR.

Free-Form Pages	Special Pages
 <p><b>General Layout</b> • Create your own layout.</p>	<p><b>Content Pages:</b></p>  <p><b>Listing</b> Create a page for your listings.</p>
 <p><b>Top Left Alignment</b> • An image is in the top left corner of the page. Text wraps around the image.</p>	 <p><b>Relocation Services</b> Provide community reports and moving related services to your Web site visitors.</p>
 <p><b>Top Right Alignment</b> • An image is in the top right corner of the page. Text wraps around the image.</p>	 <p><b>Calculator</b> Add mortgage calculators to your Web site.</p>
 <p><b>Left to Right Alternate</b> • More than one image is used and it alternates from left to right. • Text can be placed next to each image.</p>	 <p><b>Article</b> Add professionally written real estate content from our article library.</p>
 <p><b>Right to Left Alternate</b> • More than one image is used and it alternates from right to left. • Text can be placed next to each image.</p>	 <p><b>External Content</b> Display dynamic content from other Web sites.</p>
<p>Add multiple types of Mortgage Calculators to your site.</p>	 <p><b>Open House Calendar</b> Add a calendar with your upcoming open houses.</p>
<p>If you don't yet have your own blog, this is your opportunity.</p>	 <p><b>Top Producer® Blogs / Featured Blog™</b> Create a blog to post your comments on real estate, your community, or other areas of interest to your visitors.</p>
<p>Customer Web pages should be on your web-site so that all client needs are met at your site.</p>	 <p><b>Customer Login</b> Add a customer login to allow access to customers' Web pages.</p>
<p>You want Seller and Buyer leads to fill directly into your TOP PRODUCER 8i leads manager.</p>	<p><b>Lead Generation Pages:</b></p>  <p><b>Lead Form</b> Include a lead form for your Web site visitors to enter their contact information.</p>
<p>If your MLS does not provide access to current listings, the TOP PRODUCER IDX does so.</p>	 <p><b>IDX</b> Add an IDX search page link to your site. You must have an IDX link assigned by your IDX provider.</p>
	 <p><b>What's My Home Worth?</b> Allow your Web site visitors to search for local home market values, map the results, and contact you for more information.</p>

 X Cancel

So, should you require a new web-site to advertise your domain, give me a call. I can help you subscribe and get your site started.

## **8. Another Birthday/Anniversary Card Option**

In January's newsletter, I suggested that you might desire to institute a plan for the delivery of birthday cards from within TOP PRODUCER 8i. Alternatively, if you have birth dates recorded within your system, you could easily integrate this data into a free greeting card program found at <http://www.123greetings.com> . But, this still leaves all those contacts for whom you do not have birthdates. Personally, I might consider exporting those names as well to <http://www.123greetings.com>. The reason is that <http://www.123greetings.com> can mass e-mail any contacts you add into their address book inviting them to supply their birthdate. Based on your settings, <http://www.123greetings.com> can e-mail you in X number of days in advance of their upcoming birthday. This gives you an opportunity to choose a birthday greeting. You can also schedule wedding anniversary and other messages from this free system.

## **9. Digital Signatures in PDF Documents**

There are times when we want to digitally sign a document rather than having to print out a hard copy. You may find [DigiSigner](#) a useful tool. It permits both invisible digital signatures as well as visible signatures. Details and tutorials may be found on the site.

## **10. Training Schedule**

We're negotiating with both the Georgia Institute of Real Estate (Atlanta, GA) and the New Castle County Board of REALTORS (Wilmington, DE) to offer training sessions this Spring. Hopefully, we'll know more shortly.

### **Agent.signature**

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